

BC CANNABIS STORES

BC CANNABIS STORES Word Mark

GCPE April 23, 2018



BC CANNABIS VISUAL IDENTITY

CONFIDENTIAL – NOT FOR DISTRIBUTION

BC CANNABIS VISUAL IDENTITY

Context

ADMINISTRATIVE IDENTITY

REGULATORY

Ministry of Public Safety and Solicitor General

 Cannabis Legalization and Regulation Secretariat

Regulatory framework, regulating the sale and distribution of cannabis within their jurisdictions and will determine places where cannabis can be consumed.

UBCM and the provincial government

have established the Joint Provincial-Local Government Committee on Cannabis Regulation (JCCR), a forum for local governments to share their experience and knowledge and bring forward matters of interest or concern" to the provincial Cannabis Legalization and Regulation Secretariat

Ministry of Attorney General

- Control and Licensing Branch (LCLB)
- Liquor Distribution Branch (LDB)

EDUCATION, HEALTH & SAFETY

Ministry of Health

BC Healthy Families
 Liquor health and guidelines

LCLB, LDB, BCCS

· Cooperative and independent programs

MARKETING IDENTITY

SALES & MARKETING

Liquor Control and Licensing Branch (LCLB)

The Liquor Distribution Branch (LCLB) is the branch of government responsible for the beverage alcohol industry in BC.

The Liquor Control and Licensing Branch (LCLB) regulates restaurants, bars, pubs, liquor retailers, manufacturers and special events. LCLB encourages voluntary compliance to enable a vibrant liquor industry while minimizing health and social harms.

The Liquor Control and Licensing Branch supervises over 10,000 licensed establishments and over 25,000 licensed events per year in the province of B.C.

Liquor Distribution Branch (LDB)

The Liquor Distribution Branch (LDB) is one of two branches of government responsible for the beverage alcohol industry in BC.

As the sole buyer and re-seller of liquor in the province's mixed public-private model, the LDB is one of the largest liquor purchasers in the world.

Liquor and Cannabis Branch (L&CB)

The Liquor and Cannabis Branch (L&CB) is the proposed branch of government responsible for the beverage alcohol and cannabis industry in BC.

BC Cannabis Stores (BCCS)

Retail outlets for recreational cannabis sales

BC CANNABIS VISUAL IDENTITY

Provincial Cannabis identities

Related jurisdictional branding

An extensive audit of existing provicial government visual branding was undertaken and showed a developing landscape. Some jurisdictions rely on existing government department identification, and others initiating a new brand identity.

The same is evident in the U.S., with states adopting recreational cannabis opting for formal state government indentities and official bureaus, through to specific cannabis branding. Governments in the U.S. are not in the retail industry though have developed unique and vibrant programs for educational and health materials.

Also examined but not presented here, was the extensive international cannabis grower industry branding, and current retail branding around the world. This revealed a broad variety of examples, underscored by legacy, maturity and level of commercial activity. Some brands have significant investment and are poised to go public, others embrace their counter-culture roots—with others anywhere in between. Their projected personalities reveal their intentions and corporate heritage.















BC CANNABIS VISUAL IDENTITY

US State Cannabis identities



Washington administration identity







Education & safety identity



Maine administration identity



California administration identity



Education & safety identity



Oregon administration identity



Industry identity



Oregon education & safety identity



21+



Colorado administration identity











BC CANNABIS VISUAL IDENTITY

Current LDB Branding



BC LIQUORSTORES
CELEBRATELIFE...ENJOYRESPONSIBLY

ADMINISTRATIVE
Government/Ministry branding (non-standard)

MARKETING Arms-length retail branding



ADMINISTRATIVE/MARKETING Government/Ministry affiliation Arms-length wholesale branding BC CANNABIS VISUAL IDENTITY

Refreshed LDB Branding



ADMINISTRATIVE Government/Ministry branding (non-standard)



ADMINISTRATIVE/MARKETING Government/Ministry affiliation Arms-length wholesale branding

BCLIQUORSTORES

MARKETING Arms-length retail branding

The refreshed LDB branding incorporates the current, recognizable brand typeface, Gill Sans, to assure continuity. The refreshed design uses a slightly lighter weight for the bolded text and the secondary text, to achieve a more contemporary look while retaining the character and a familiar appearance. This signals a new outlook and extended brand structure through a subtle change. The refreshed typeface also allows a savings of space. The tagline, Celebrate Life... Enjoy Responsibly has been shortened to Enjoy Responsibly, consistent between liquor and cannabis, reflecting the responsible attitude towards intoxicating substances under government oversight. The tagline is an option for consideration.

BC CANNABIS VISUAL IDENTITY

Refreshed LDB Branding

Possible alternative Endorsed Mark



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BC CANNABIS VISUAL IDENTITY

BC CANNABIS STORES Branding

BC CANNABIS STORES

BCCS

The BC CANNABIS STORES branding incorporates the current, recognizable brand typeface, Gill Sans, to assure continuity, and uses the same lighter weight typeface as the refreshed Liquor branding to achieve a more contemporary look while retaining the character and a familiar appearance. This signals a refreshed outlook for LDB and its new extended brand structure through this subtle change. The refreshed typeface also allows a savings of space. The tagline, Enjoy Responsibly, can be considered as an option for inclusion.

BC CANNABIS VISUAL IDENTITY

BC CANNABIS STORES Branding

Possible options

BC CANNABIS STORES ENJOYRESPONSIBLY

BC CANNABIS ENJOYRESPONSIBLY

BCCANNABIS

BCCANNABIS ENJOY RESPONSIBLY

Two of these options do away with the word STORES, the use of which is a rare example in retail today. We are used to saying we are heading to the liquor store or grocery store, though just as often, the location is referred to as Thrifty's or the location's brand name. The BC Cannabis brand name will be built in the same way, and hearing someone say they are heading to BC Cannabis will become common in the near future. Many brands use a similar approach, and use the name they are most often referred to by their clients and customers.

BC CANNABIS VISUAL IDENTITY

Proposed Symbol_BC CANNABIS STORES

Possible options

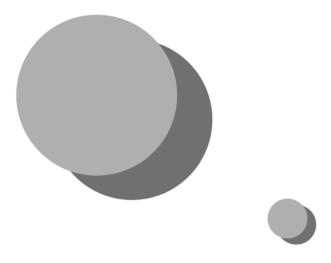


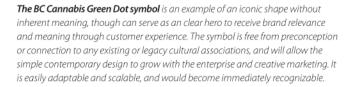


These brand marks incorporate the Gill Sans typeface, part of the current LDB visual brand.

BC CANNABIS VISUAL IDENTITY

Proposed Symbol_BC CANNABIS STORES







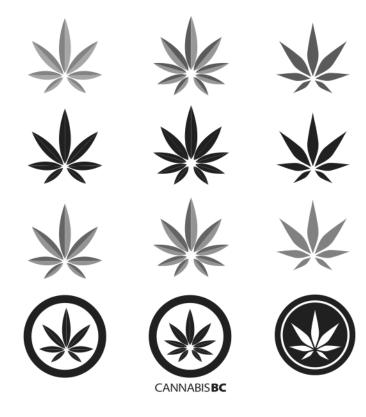


The BC Cannabis Leaf Symbol has been designed to achieve an iconic, highly stylized and interpretive design, incorporating green tones to suggest the product origins and our geographical environment in a modern and timeless manner. It is accessible and not linked to current cannabis culture or baggage, and presents a fresh starting point to reference recreational cannabis.

The design options presented here are scalable and can be used large or small, on displays and exterior signs, or as a branding symbol on marketing materials.

BC CANNABIS VISUAL IDENTITY

Leaf Symbols_Examples of Extended Uses



The leaf symbol is not intended as a featured component of the cannabis branding, though there may be occasions when a cannabis leaf graphic is required. These are three options for a graphic using a distinct and unique design which can be considered our own.











BC CANNABIS VISUAL IDENTITY

Packaging Regulations

Packaging requirements from Health Canada for cannabis products, reported by the CBC:

The regulations state cannabis packaging can't display florescent or metallic colours and the colours that are used must contrast with those of the official cannabis symbol — meant to warn the consumer about the presence of marijuana's active ingredients — and the yellow background of the Health Canada warnings.

The proposed restrictions also stipulate that only one additional branding element – aside from the brand name itself – can be displayed on the tamper-proof and child-proof packaging. If that additional element is a slogan, the lettering can't be bigger than the font of the health warning, while any logo must be the same size as, or smaller than, the standardized cannabis symbol.

http://www.cbc.ca/news/politics/health-canada-pot-proposals-consultations-1.4582948





BC CANNABIS VISUAL IDENTITY

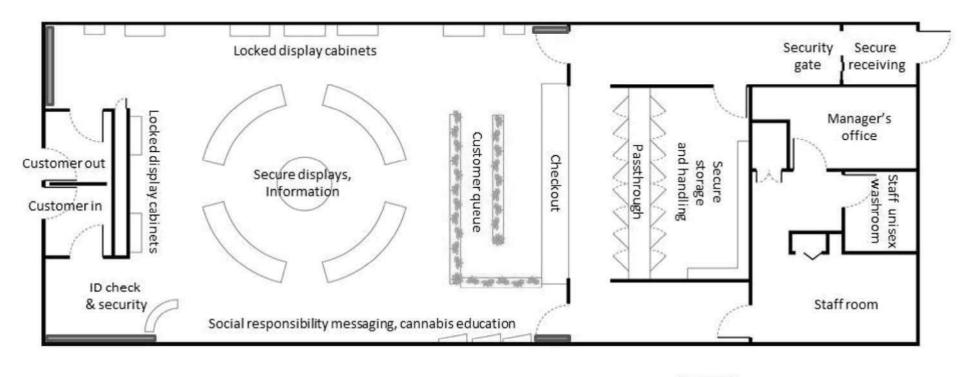
BC Government Cannabis Branding

Government Endorsed Mark



These marks are consistent with the BCID Program and visual branding, and are done in the style of the current Endorsed Marks. The typeface is Adobe Myriad, one of our two corporate typefaces, with this mark using a light and extrabold weight for a distinct contemporary appearance and consistency with our familiar visual branding. The word mark may be used with, or without, the BC Mark. This arrangement of the visual brand is timeless and will not go out of style.

BC Cannabis Stores Concept Floorplan



= Social responsibility signage

BC CANNABIS STORES



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STORE EXTERIOR

Store interior not visible from the outside BC CANNABIS STORES

FRONT ENTRANCE



INTERIOR DISPLAYS

ACCESSORIES

Product & social responsibility info

Secure product displays

INTERIOR DISPLAYS

ACCESSORIES

Secure Product
Displays

BC CANNABIS STORES

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BC CANNABIS STORES Word Mark GCPE April 23, 2018



BC CANNAS SYSUAL DENTITY

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BCCANNAS SVSUAL DENIIIY Context

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EDUCATION, HEALTH & SAFETY

Ministry of Health

BC Healthy Families

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LCLB, LDB, BCCS

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Washington administration identity





Nevada administration identity

Education & safety identity



Moine administration identity





California administration identity

Faucation & safety identity



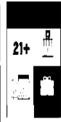




Industry-dentity







Oregon education & sofety identity



Colorado administration identity





Colorada education & salety identity

BC CANNA3 S V SUAL DEN III V Current LDB Branding



BC LIQUORSTORES

CELEBRATELIFE...ENJOYRESPONSIBLY

ADMINISTRATIVE Covernment/Ministry branding (non-standard) MARKETING Arms-length retail branding



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Refreshed LDB Branding



BCLIQUORSTORES

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BCCANNA35VSUAL DENTITY Refreshed LDB Branding

Possible alternative Endorsed Mark



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BC CANNABIS STORES Branding

BC CANNABIS STORES

BCCS

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BC CANNABIS STORES Branding

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BC CANNABIS STORES

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Possible options

BC CANNABIS STORES



These brand marks incorporate the Cili Sans typeface, part of the current LDS visual brand.

BCCANNA35VSUAL DENITY Proposed Symbol_BCCANNABIS STORES



The BC Cannabis Green Dat symbol is no example of no isome shape without interent meaning, though can serve as an clear best to receive brand relevance and meaning through customer experience, the yearliet is free from precore epition or connection to any eniting or legacy cultural associations, and will allow the simple contemporary design to grow with the enterprise and creative marketing. It is easily adaptable and scalable and would become immediately accaptizable.

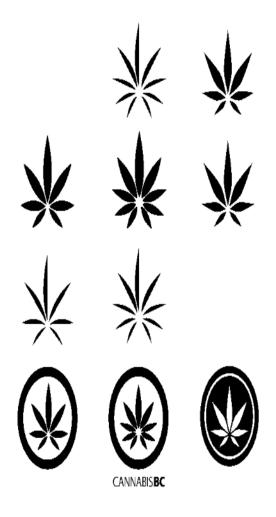
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Informed Use







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BC CANNAS SYSUAL IDENTITY

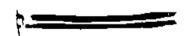
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BC CANNA'S SYSUAL DENTITY

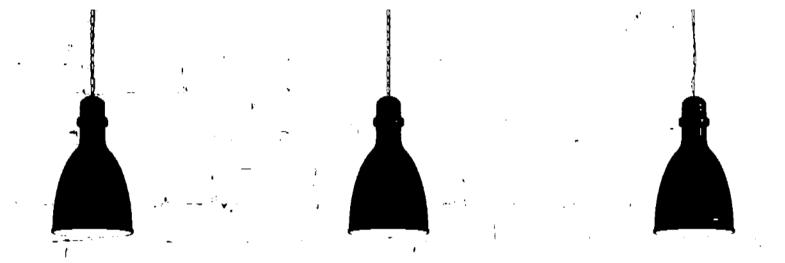
BC Government Cannabis Branding

Coverament Endonset Mark

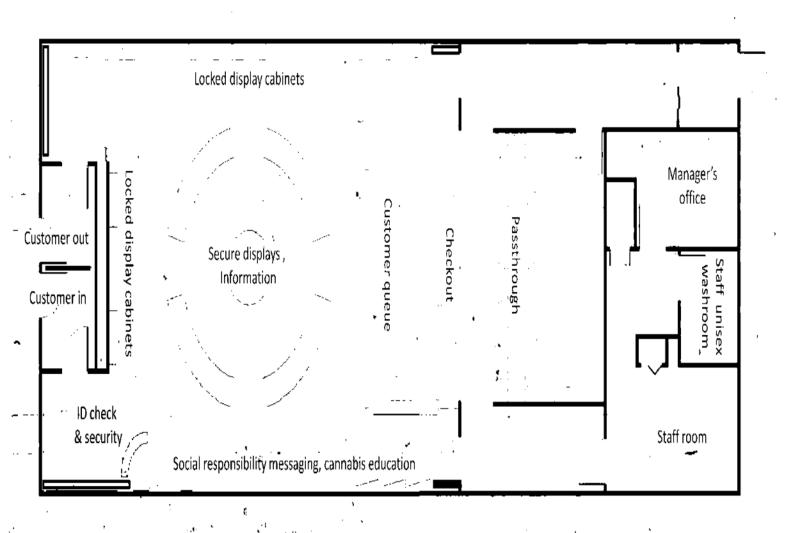


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Concept Floorplan:



= Social responsibility signage

BC CANNABIS STORES



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STORE EXTERIOR



FRONT ENTRANCE



INTERIOR DISPLAYS Product & social Secure product responsibility info displays

